

oakbrook

COLLECTION

JOB #: 1477466062

MANIFESTO

OAKBROOK COLLECTION

“Functional beauty designed to last.”

The OakBrook Collection brand captures the feelings of modern elegance and affordable luxury. We expect a bathroom or kitchen outfitted with the OakBrook Collection to satisfy our needs for tasteful, functional, and beautiful fixtures we can depend on for years to come. This is everyday luxury we can trust to solve the needs of modern living, simply and effortlessly. The OakBrook Collection offers quality, affordable products that help create an elegant kitchen and bath.

POSITIONING

**modern
elegant
affordable
luxury**

oakbrook
COLLECTION

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MAIN BRAND COLOR



PMS
532 C

CMYK

C 76
M 69
Y 61
K 73

RGB

R 28
G 30
B 35

HEX
1c1e23

PMS
174-16 C

CMYK

C 62
M 56
Y 44
K 47

RGB

R 70
G 69
B 78

HEX
46454e

PMS
169-2 C

CMYK

C 00
M 00
Y 00
K 15

RGB

R 220
G 221
B 222

HEX
dcdde

CATEGORY COLORS



PMS
5435C

CMYK

C 0
M 10
Y 30
K 17

RGB

R 206
G 184
B 136

HEX
CEB888

PMS
7502C

CMYK

C 15
M 6
Y 0
K 22

RGB

R 168
G 187
B 198

HEX
A3A9AE

This color palette should be used across all channels in typography, graphic elements and backgrounds.

Fonts have been selected for their simplicity, boldness and adherence to brand standards.
 Our standard price treatment remains the same throughout the quarter.

main logo typeface

Meno Banner

Lower Case

Optical Kerning - 100

PRODUCT NAME

Gotham Medium

All Caps

Optical Kerning - 120

PRODUCT MATERIAL/SUPPORTING DETAILS

Gotham Medium

All Caps

Optical Kerning - 240

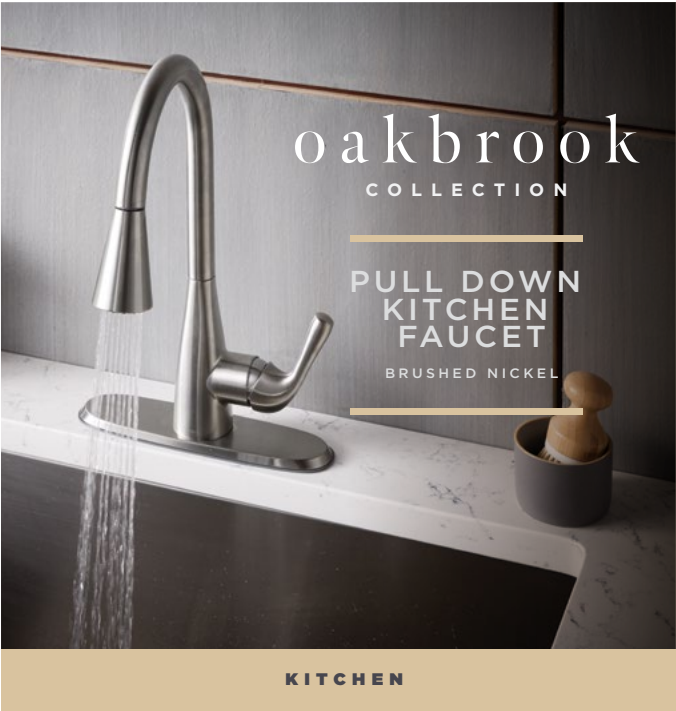
[DOWNLOAD ASSETS](#)



More photography
available in the link below

DOWNLOAD ASSETS

Packaging with photography must use a color and label for clear room identification.



C 0
M 10
Y 30
K 17

KITCHEN

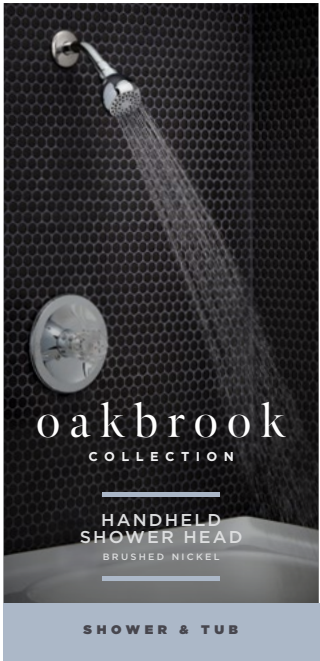
Gotham Ultra
All Caps
Optical Kerning - 360



C 15
M 6
Y 0
K 22

BATH & SHOWER

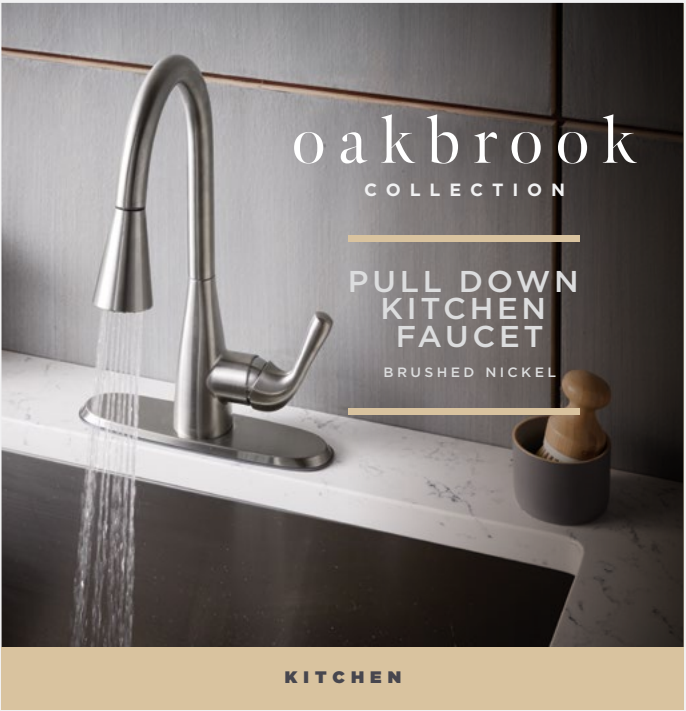
Gotham Ultra
All Caps
Optical Kerning - 360



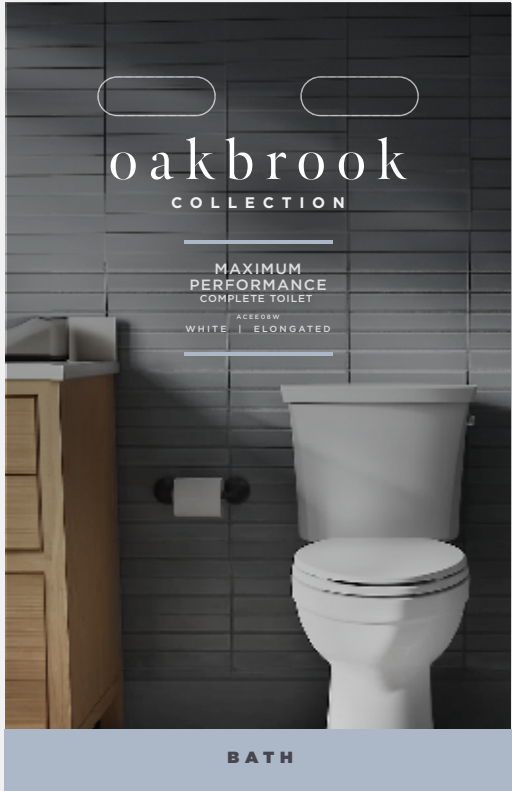
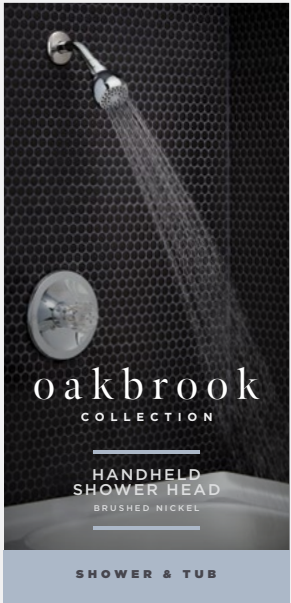


Collateral Examples

PACKAGING | UPDATED COLORS



3-Piece Accessory Kit
and Toliet have NOT been
photographed yet. Images
are currently swiipe









PACKAGING | TOILET SEATS

